

In the claims:

1. (Currently Amended) A method for improving transactions in a communication system, comprising:

automatically monitoring ~~a~~an ongoing data session between first and second parties in an established transaction in the communication system; and

automatically conferencing a third party into the transaction as an additional participant in the transaction in response to the automatic monitoring of the data session between the first and second parties.
2. (Previously Presented) The method according to claim 1, wherein the third party is at least one of a virtual party and an automated input.
3. (Previously Presented) The method according to claim 1, wherein the third party is engaged to review at least one of text messages and emails before they are sent.
4. (Currently Amended) The method according to claim 1, wherein the third party ~~engages in~~is automatically engaged into a background of the ongoing data session of at least one of the first and second parties in response to the automatic monitoring.
5. (Currently Amended) The method according to claim 1, wherein the third party ~~engages in~~is automatically engaged into a foreground of the ongoing data session to reduce the stress levels of at least one of the first and second parties in response to the automatic monitoring.

6. (Original) The method according to claim 1, wherein the third party communicates only with one of the first and second parties.
7. (Original) The method according to claim 1, wherein the third party communicates with both of the first and second parties.
8. (Currently Amended) The method according to claim 1, wherein the monitoring of the data session between the first and second parties is conducted in real-time and wherein measured changes in stress levels of one of the parties based upon a deviation from a preceding time period cause engagement of the third party.
9. (Original) The method according to claim 1, wherein the monitoring of the data session is conducted by at least one of; analyzing a respective voice signal of at least one of the first and second parties, converting a respective voice signal of at least one of the first and second parties to text and analyzing the text, and analyzing a physical stress level of at least one of the first and second parties.
10. (Currently Amended) The method according to claim 1 wherein the automatic monitoring comprises automatic inspection of content of data messages, text messages, and emails to detect problematic phrases, and wherein detection of problematic phrases within the content engages the third party.
11. (Currently Amended) An apparatus for improving transactions in a communication system, comprising:

means for automatically monitoring a an ongoing data session including at least one of data messages and text messages between first and second parties in an on-going transaction in the communication system; and

means for automatically engaging a third party into the on-going transaction as an additional participant in the transaction in response to the automatic monitoring of the data session between the first and second parties.

12. (Currently Amended) The apparatus according to claim 11, wherein the ~~third party is a~~ virtual party data session is internet based and monitoring includes monitoring video input of the parties to the transaction to assist in determining stress levels of the parties.

13. (Previously Presented) The apparatus according to claim 11, wherein one of the parties in the transaction is a customer, wherein the monitoring comprises automatically detecting a keyword use by the customer indicating that the customer desires to deal with a supervisor and wherein the means for automatically engaging engages the supervisor in response thereto.

14. (Currently Amended) The apparatus according to claim 11, wherein the third party ~~engages in~~ is automatically engaged into a background of the ongoing data session of at least one of the first and second parties in response to the automatic monitoring.

15. (Currently Amended) The apparatus according to claim 11, wherein the third party ~~engages in~~ is automatically engaged into a foreground of the ongoing data session to

reduce stress levels of at least one of the first and second parties in response to the automatic monitoring.

16. (Original) The apparatus according to claim 11, wherein the third party communicates only with one of the first and second parties.

17. (Original) The apparatus according to claim 11, wherein the third party communicates with both of the first and second parties.

18. (Previously Presented) The apparatus according to claim 11, wherein the monitoring of the data session between the first and second parties is conducted in real-time.

19. (Original) The apparatus according to claim 11, wherein the means for monitoring of the data session is at least one of; means for analyzing a respective voice signal of at least one of the first and second parties, means for converting a respective voice signal of at least one of the first and second parties to text and analyzing the text, and means for analyzing a physical stress level of at least one of the first and second parties.

20. (Currently Amended) A system for improving transactions in a communication system comprising:
a computerized transaction handling system which handles data sessions established between first and second parties in a an ongoing transaction in the communication system;

a computerized sub-system associated with the transaction handling system which automatically monitors at least some of the data sessions; and

a computerized sub-system associated with the transaction handling system which automatically joins a third party into the ongoing transaction as an additional participant in the transaction in response to detection in real-time of at least one target parameter by the automatic monitoring.